



Sustainable Supply Chain and Technology Program

New York State Pollution Prevention Institute (NYSP2I) assists companies with achieving their Sustainable Supply Chain goals by helping to offset costs associated with greening operations and supply chain

Sustainable Product Positioning

Client

M.C.M. Natural Stone Inc. is a manufacturer of granite countertops, landscaping products, fireplace surrounds and accent pieces. M.C.M. is currently expanding their business to include the recovery and reuse of granite waste to produce 100% recycled granite pavers, veneers and mosaics, known as “Bella Terra™” products.

Opportunity Areas

Natural stone products, including granite, are commonly used in many applications such as countertops. However, up to 30% of the original granite slab is considered to be scrap after cutting for install and is disposed in landfills. M.C.M. realizes there is an opportunity to salvage these scrap pieces of granite for use as pedestrian and light traffic pavers, thus diverting the scrap from landfill.



Objectives

M.C.M. requested that NYSP2I’s Sustainable Supply Chain & Technology Program evaluate their Bella Terra™ Granite Pavers for mechanical performance and determine if they are a viable alternative to other manufactured paver products on the market. Because this is a recycled product, they also wanted to determine if their pavers could contribute to credits for U.S. Green Building Council’s Leadership in Energy & Environmental Design (LEED) certification for building construction projects.

Work Performed

- NYSP2I enabled M.C.M. Natural Stone Inc.’s Bella Terra™ Granite Pavers to be tested by Tile Council of North America, Inc. labs, under ASTM C615/C615M-11 “Standard Specification for Granite Dimension Stone” which determined the granite scrap does meet the minimum requirements of commonly used pedestrian and light traffic brick and concrete pavers.
- NYSP2I successfully determined the potential for M.C.M. Natural Stone’s environmentally preferable products, made from locally sourced 100% pre-consumer and post-consumer waste, can support customers striving for LEED points for their building projects.

Results

Since the Bella Terra™ Granite Pavers *meet* or exceed the ASTM requirements, this provides *required information for architects and construction contractors* who want to use these pavers. Additionally, the products have the potential for earning credit points towards recycled content and regional materials depending on the LEED rating system applicable to the project. These characteristics enable M.C.M. to expand their market to environmentally-conscious commercial customers looking for sustainable products thus increasing sales and enhancing material recovery / landfill avoidance. M.C.M. projects 3 – 4 new job opportunities and an increase in revenue of 15% by the end of 2013.

R·I·T

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